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AUG 1 9 2004

PATENT APPLICATION Docket No. 14531.46

#### IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of		
	Phillip Y. Goldman	S OFFICIAL
Scrial No.	09/264,432	) 2614
Filed:	March 8, 1999	)
Confirmation No.	3073	)
For:	SYSTEM AND METHOD OF INSERTING ADVERTISEMENTS INTO AN INFORMATION RETRIEVAL SYSTEM DISPLAY	) ) ) )
Examiner:	Scott E. Belivcau	<i>)</i> }

### TRANSMITTAL FOR REQUEST FOR CONTINUED EXAMINATION

Mail Stop RCE Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Sir:

This is a Request for Continued Examination (RCE) under 37 CFR § 1.114 for the above-identified application.

A. Enclosed

X An Amendment "H" and Response for entry in the present application.

08/23/2004 CNGUYEN 00000008 09264432

01 FC:1801

770.00 OP

\* Admined only in California

PAGE 3/21 \* RCVD AT 8/19/2004 5:56:37 PM [Eastern Daylight Time] \* SVR:USPTO-EFXRF-1/0 \* DNIS:8729306 \* CSID:18013281707 \* DURATION (mm-ss):05-40

#### B. Payments

- X Form PTO-2038 submitting payment in the amount of \$770.00 is enclosed to cover the RCE filing fee pursuant to 37 CFR § 1.17(e).
- X The Commissioner is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 23-3178.
  - X Any additional filing fees required under 37 CFR § 1.16.
  - X Any patent application processing fees under 37 CFR § 1.17.

Please address all future correspondence in connection with the above-identified patent application to the attention of the undersigned.

Dated this 18 day of August 2004.

Respectfully submitted,

RICK D. NYDEGGER Registration No. 28,651 JENS C. JENKINS Registration No. 44,803

Attorneys for Applicant

Customer No. 022913

RDN:JCJ:cm CM0000004240V001